

Message Text

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PAGE 01 BUDAPE 02810 150404Z
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 COME-00 L-03 STR-07 TRSE-00
CIAE-00 INR-10 NSAE-00 /041 W
-----035629 160116Z /73
R 141148Z JUL 78
FM AMEMBASSY BUDAPEST
TO SECSTATE WASHDC 1942

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E.O.11652: NA
TAGS: EEWT HU
SUBJECT: PHARMACEUTICAL CONTRACT ATTRIBUTED TO TRADE AGREEMENT

1. BRITISH-BASED AGENT OF UPJOHN TOLD EMBASSY JULY 13 THAT HE HAS SIGNED AN AGREEMENT WITH MEDIMPEX FTO TO SUPPLY HYDRO-CORTISONE VALUED AT OVER \$3 MILLION. MEDIMPEX HAD PURCHASED THIS PRODUCT FROM UPJOHN UNTIL SOME YEARS AGO WHEN HUNGARIAN TARRIFFS WERE RAISED IN RETALIATION AGAINST U.S. INCREASES. THEREAFTER FRANCE BECAME SOLE SUPPLIER. AGENT HAS STRONG HOPES OF INCREASING SALES OF A SECOND UPJOHN PRODUCT AND INTRODUCING A THIRD, FOR ADDITIONAL SALES OF \$2 MILLION OR MORE. ALL OF THESE SALES WILL APPARENTLY TAKE PLACE IN 1978 AND SHOULD LEAD TO REPEAT BUSINESS.

2. AGENT STATED SALES A DIRECT RESULT OF MFN STATUS, WITHOUT WHICH UPJOHN COULD NOT BEAT WESTERN EUROPEAN PRICES.

3. THERE IS NO COUNTER-TRADE AGREEMENT INVOLVED IN THIS SALE. FACT THAT AGENT'S COMPANY BUYS HUNGARIAN PHARMACEUTICALS (IN LESSER AMOUNTS THAT HUNGARIAN PURCHASES) WAS PRESUMABLY HELPFUL, BUT AGENT SAYS HUNGARIAN PRODUCTS' HIGH QUALITY AND EASILY MARKETABLE IN THE WEST, AND, CONSEQUENTLY, WOULD BE PURCHASED IN ANY EVENT.

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Message Attributes

Automatic Decaptioning: X
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Current Classification: UNCLASSIFIED
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Decaption Date: 01 jan 1960
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
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